

IN THE CLAIMS

Please amend claims 25 and 28-29 as indicated below.

1. – 24. (Canceled).

25. (Currently Amended) A method of scoring a coupon comprising:

scanning a coupon including a first field having at least one question and at least one answer on top of a removable concealer and a second field;

ensuring that a predetermined number of answers corresponding to the number of questions in the first field is selected in the first field by removal of the removable concealer; ~~and~~

ensuring that only a predetermined number of areas is selected by removal of removable concealer in the second field;

determining a score value of the coupon based on the predetermined number of
areas selected in the second field having locations indicated by the
predetermined number of answers selected in the first field; and
presenting the score value to a user of the coupon, wherein a benefit of the coupon
received by the user depends upon the score value, and wherein a type of
the benefit is determined based on the predetermined number of areas
selected in the second field and the predetermined number of answers
selected in the first field.

26. (Previously Presented) The method of scoring a coupon of claim 25 further comprising:

ensuring that the area selected in the second field is indicated by the information revealed by the removal of the removable concealer in the first field.

27. (Previously Presented) The method of scoring a coupon of claim 25 further comprising:

ensuring that the area selected in the second field is NOT indicated by the information revealed by the removal of the removable concealer in the first field.

28. (Currently Amended) The method of scoring a coupon of claim 25 further comprising:

characterizing the coupon by information revealed by the removal of removable concealer in the second field, wherein the type of the benefit of the coupon is determined based on a result of characterizing the coupon.

29. (Currently Amended) The method of scoring a coupon of claim 28 wherein characterizing the coupon further comprises:

assigning a value to the coupon based on the score value which is determined based on information revealed by the removal of removable concealer in the second field.

30. (Previously Presented) The method of scoring a coupon of claim 28 wherein characterizing the coupon further comprises:

assigning a quantity to the coupon based on information revealed by the removal of removable concealer in the second field.

31. (Previously Presented) The method of scoring a coupon of claim 28 wherein characterizing the coupon further comprises:

assigning a free item to the coupon based on information revealed by the removal of removable concealer in the second field.

32. – 100. (Canceled).